

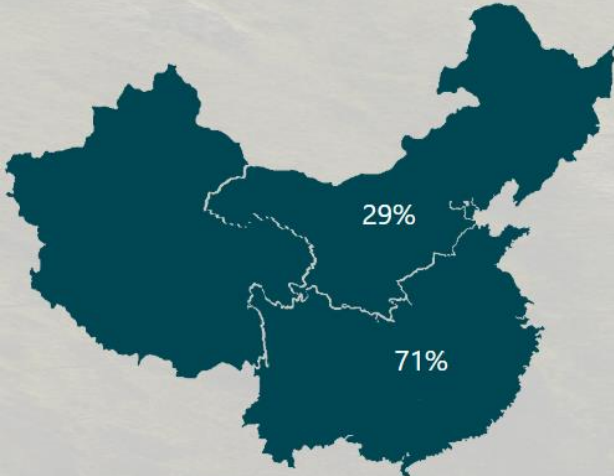


Chinese travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018

There were 89,500 Chinese visitors to Iceland in 2018, or about 4% of all foreign visitors. 34% of visits were during the summer (June-August) and 66% during the winter (January-May/Sept-Dec).

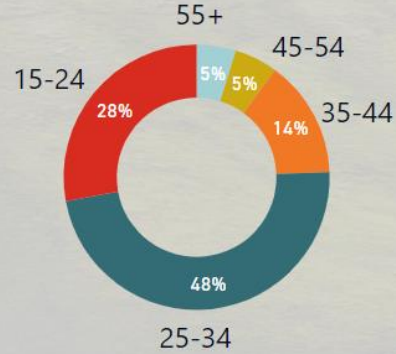
Residence



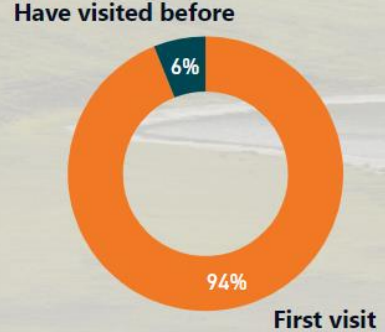
Gender



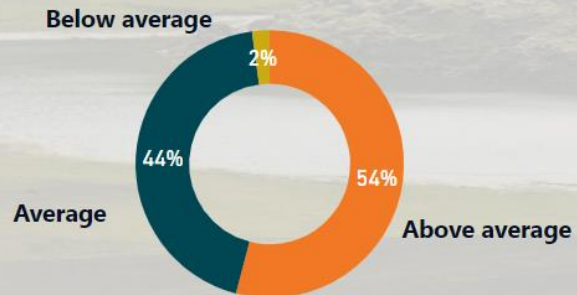
Age



Returning visitors



Household income



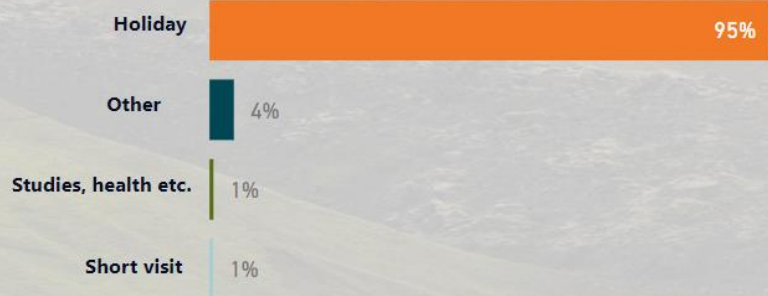
When did you first consider coming to Iceland



How long before departure was the trip booked



Reason for trip



Almost all Chinese visitors mentioned nature as a reason for travelling to Iceland and nine out of ten mentioned coverage of Iceland online.

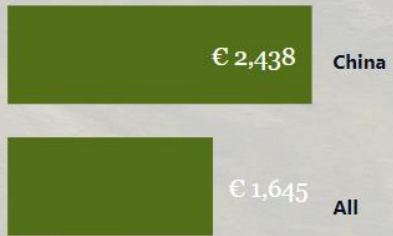
One in three got the idea for their trip less than three months before their trip and about a quarter booked the trip within four weeks of their arrival in Iceland.

Most came from Shanghai (29%), Beijing (15%), Guangdong (14%) and Jiangsu (13%).

What gave you the idea to come to Iceland	Ratio
The country's nature or a particular natural feature	99%
Wanted to try something new, had not visited before	94%
Internet coverage of Iceland	88%
Interest in the Nordic region	88%
A destination I have always wanted to visit	87%
Nature-related recreation	85%
Safe travel destination	83%
TV/movies showing views of Icelandic lands	65%
Friends, relatives or colleagues recommended Iceland	61%
Read about Iceland in a newspaper or magazine	61%
Icelanders / Icelandic culture in general	58%
Attractive price offer / low airfare	35%
Icelandic design	35%
Particular event in Iceland (cultural/sports)	34%
Icelandic literature or a book featuring Iceland	23%
Icelandic food / food culture	22%
Broadcast media coverage of Iceland (television/radio)	19%
Icelandic music	17%
Stopover opportunity in Iceland	16%
Health/medical treatment in Iceland	9%
Special family event (wedding, birthday etc.)	9%
Conference, meeting or business relations	8%
Previous visit	6%
From seeing Icelandic-language films	6%
Friends/relatives in Iceland	5%
Other - open	5%

The average expenditure of Chinese visitors was €2,438. Their total expenditure was €219 million, or 6.2% of the total expenditure of foreign visitors in 2018.

Average expenditure



Total expenditure

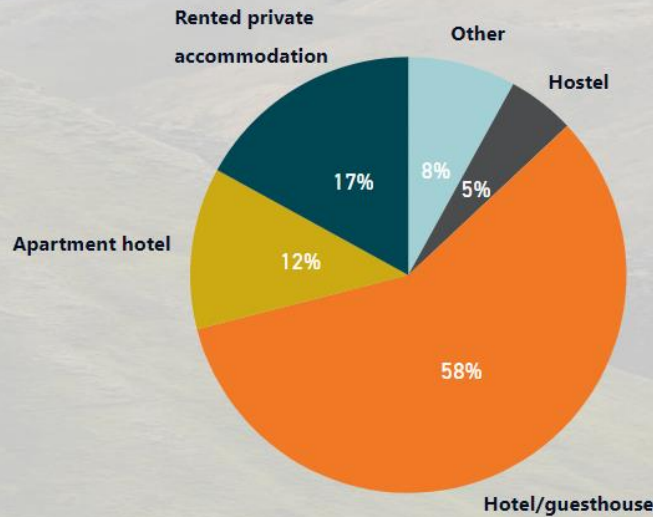


70% of Chinese visitors came on package tours. 30% were travelling independently.

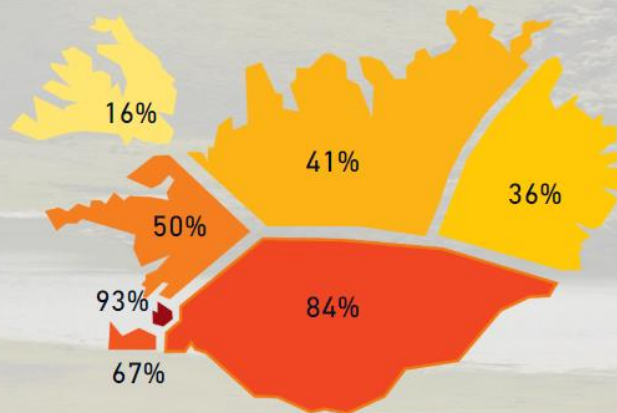
Means of travel



Accommodation type



Which region was visited



Average length of stay



The majority of Chinese visitors stayed in hotels and hostels (58%) and in apartment accommodation (17%).

Half of them travelled around the country by rental car and about the same number went on organised coach tour.

Six out of ten went to a natural pool, about half visited museums and a quarter went whale watching.

Nine out of ten visited Reykjavik. Outside Reykjavik, South of Iceland was the most frequent destination (84%).

References: Icelandic Tourist Board and Isavia, Departures statistics 2018. Icelandic Tourist Board and Statistics Iceland Borderd Survey 2018

Results should be interpreted discreetly due to sample size. Expenditure might include trips to other countries

Recreational activities	Ratio
Nature bath	58%
Spa/wellness	53%
Museum	47%
Sightseeing tour by coach (other than northern lights tour)	42%
Guided hiking/mountain trip	41%
Northern lights tour	40%
Glacier walking/ice climbing	34%
Birdwatching	32%
Caving/ice caving	27%
Whale watching	26%
Swimming	26%
Cycle-/4-wheel-/segway tour	23%
Seal watching	17%
Meet the locals (organised tour)	16%
Boat trip other than whale watching	14%
Glacier snowmobile- and jeep tours	11%
Local town festival	11%
Sightseeing flight	9%
Cultural event (concert/play/art exhibition)	8%
Horse riding	7%
River rafting/kayaking tour	7%
Diving-/snorkeling tour	5%
Other	4%
Music festival	4%
Skiing/snowboarding	2%
Fishing/hunting	2%
Golf	1%

NPS - 72

Promoters 79%



Demoters 7%

86% plan to return in the future